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**REPORT OF THE FIRST ROUNDTABLE ON SUSTAINABLE CONSUMPTION
AND PRODUCTION IN THE MEDITERRANEAN REGION (CP/RAC)**

First Mediterranean Roundtable on Sustainable Consumption and Production

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Background

Sustainable Consumption and Production (SCP) involves a turning point in the way of tackling sustainable development. It rejects the erroneous assumption that has predominated over the last century that environmental problems can be solved by just combining actions mitigating pollution from human activities and making production processes more environmentally-friendly through technological changes and eco-efficiency. Indeed, it is broadly recognised that qualitative environmental improvements in terms of production are being offset by the quantitative increase in consumption (UNEP). Therefore, economies cannot be sustainable if efforts to make economic sectors more environmentally-friendly are not accompanied by a society-wide shift to sustainable consumption patterns¹.

In the Mediterranean region, shifting to sustainable consumption and production and thus decoupling development from environmental degradation and resource depletion becomes an urgent need due to the pressure that the economic development of the 21 regional countries is exerting on the local environment. This pressure is characterised and affected by water scarcity, population growth and rapid urbanisation in coastal areas, growing waste generation, climate change and massive tourism. Aware of this, in 2005 the Contracting Parties of the Barcelona Convention approved the Mediterranean Strategy for Sustainable Development (MSSD), which establishes SCP as a major objective for attaining sustainable development in the region. Likewise, SCP and the sustainable management of resources are being currently proposed as one of the thematic priority areas of the next MAP Medium-Term Strategy.

¹ According to the United Nations Development Programme (UNDP) *today's consumption is undermining the environmental resource base. It is exacerbating inequalities* (Human Development Report, 1998).

Roundtable Report

The First Mediterranean Roundtable on Sustainable Consumption and Production (SCP) was held in Barcelona, Spain, from 5 to 7 November 2008. The roundtable was organised by the Regional Activity Centre for Cleaner Production (CP/RAC) of the UNEP/Mediterranean Action Plan, with the support of UNEP's Division of Technology, Industry and Economics (UNEP/DTIE), which is leading the "Marrakech Process", the initiative launched by UNEP and UNDESA to support the elaboration of a framework of programmes in support of regional and national initiatives to accelerate the shift towards SCP, as demanded by the Johannesburg WSSD Plan of Action.

Over 130 delegates from 30 countries, 20 of them Mediterranean, attended the roundtable. Participants were experts from public administrations, civil society, non-governmental organisations, business and industrial sectors, universities as well as MAP components and international agencies from across the Mediterranean.

The opening session of the roundtable was chaired by Mr Eduard Pallejà, Secretary-General of the Ministry of the Environment and Housing of the Government of Catalonia, together with Mr Jordi Renom, Director of the Waste Management Division of the Waste Agency of Catalonia, and Ms Virginia Alzina, Director of CP/RAC.

The main objectives of the roundtable were to:

- Create awareness of and discussion on the need to shift to SCP in the Mediterranean region and on innovative approaches for decoupling economic development from environmental and resource degradation.
- Report on the main SCP initiatives relevant to the region.
- Facilitate discussion on the links between climate change and consumption and production within the value chains and on innovative approaches for tackling GHG emissions (e.g. carbon footprint).
- Identify the main challenges for implementing SCP and the related mechanisms in the Mediterranean as well as the common priorities and synergies among concerned agents, building cooperation among them.

The roundtable intermixed keynote presentations and thematic panels, with highly renowned speakers, along with working group sessions. In the working groups, participants debated the following areas, which are especially relevant to the introduction of SCP in the region:

- Combating climate change through SCP.
- Green competitiveness, a tool for Mediterranean SMEs to succeed in the global market.
- Regional cooperation and partnerships in SCP in the Mediterranean.
- Integrating SCP in government administration policies: sustainable procurement.
- Communication for sustainability, from concept to practice.
- Sustainable urban planning and tourism.
- Sustainable consumption and lifestyles: empowering Mediterranean consumers to drive change towards SCP.

The groups reached conclusions and drew up recommendations, which they shared during the plenary session. These groups provided the principle output of the roundtable, making a valuable contribution on the part of experts and representatives of diverse institutions in both the Mediterranean public and private sector and civil societies in the identification of the chief priorities, challenges and opportunities for introducing SCP in the region.

Keynote Presentations

Some keynote presentations aimed at creating awareness and discussion on the facts making it necessary for the Mediterranean region to shift to sustainable patterns of consumption and production. In this respect, Mr Patrice Miran, Programme Officer at the Blue Plan, showed how facts and figures on environmental and development trends in the region call for a change in current unsustainable means of consumption and production in order to attain sustainable development. Likewise, Mr Michael Kuhndt, Head of the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP), focused his presentation on the links between consumption and production within the global value chains. He demonstrated the need to transform markets by replacing high resource-intensive consumption patterns with low-resource intensive ones, shifting to dramatically lower resource-intensive lifestyles.

Other presentations were devoted to explaining innovative approaches and mechanisms for decoupling economic development from resource degradation and for mitigating climate change. With regard to the connection between SCP and climate change, Mr Glen Peters, Senior Research Fellow at the Center for International Climate and Environmental Research - Oslo (CICERO), explained consumption-based accounting as a tool for considering the total emissions along the supply chain of a product, region, or country and how this could help in introducing SCP in climate policy.

On another topic, Ms Núria Pedrals, Director-General of Housing Quality, Sustainability and Rehabilitation for the Government of Catalonia, explained the pioneering initiative that had been launched by Catalonia to boost the most sustainable and efficient building options in that Mediterranean region.

Mr Walther Stahel, founder and Director of the Product-Life Institute (Geneva, Switzerland), presented what is known as Performance Economy, an innovative approach encompassing efficiency and sufficiency strategies. Mr Stahel explained how the approach enables economic growth to be decoupled from resource consumption and manpower to be substituted for resource consumption. He introduced various real examples demonstrating the benefits that the approach can offer at economic, environmental and social levels.

Panel Sessions

Panel - SCP Processes Relevant to the Mediterranean Region

This panel looked at initiatives and plans that are being developed to foster SCP at a global, regional and national level and from which the Mediterranean region can benefit. In particular, participants were informed on the Marrakech Process, the UNIDO/UNEP Productive Strategy, the recently approved SCP Action Plan of the European Commission and current Spanish policy on SCP.

The panel was chaired by Mr Enrique de Villamore Martín of the Regional Activity Centre for Cleaner Production and included presentations by Ms Adriana Zacarias Farah from UNEP's Division of Technology, Industry and Economics, Mr Herbert Aichinger from the European Commission's DG Environment, Ms Azza Morssy of the United Nations Industrial Development Organization (UNIDO) and Ms María Teresa Barres of the Spanish Ministry of the Environment.

Panel - Climate Change: the Links Between Consumption and Production

This panel looked at the sources of greenhouse gas (GHG) emissions due to production and consumption. Special attention was devoted to analysing GHG emissions from a consumption perspective. In analysing this approach, the session focused on particular aspects such as the role of trade in global flows of CO₂ emissions, which are principle consumption areas generating greenhouse gas emissions.

The panel was chaired by Ms Mar Santacana of the Regional Activity Centre for Cleaner Production and included presentations by Mr Glen Peters of the Center for International Climate and Environmental Research - Oslo (CICERO), Mr Pawel Kazmierczyk of the European Environment Agency, Mr Norihiko Yamano of the OECD, Mr Frederic Ximeno of the Ministry of the Environment and Housing of the Government of Catalonia, Mr Patrice Miran of the Blue Plan and Mr Daniel Cebrian of the Regional Activity Centre for Specially Protected Areas (SPA/RAC).

Panel - SCP, Cities, and Public Administration

During this session, panellists presented programmes, networks and tools supporting public authorities of Mediterranean countries in the development of Sustainable Public Procurement (SPP), sustainable urban planning and SCP programmes.

The panel was chaired by Mr Ivica Trumbic of the Priority Actions Programme Regional Activity Centre (PAP/RAC) and included presentations by Mr Farid Yaker, a Mediterranean expert, Ms Noémie Zambeaux of ADEME, Livia Mazzà of Ecosistemi SRL and Ali Abo Sena of the Egypt National Cleaner Production Centre (ENCPC).

Panel - Education and Information on Sustainable Consumption for Civil Society

This panel looked at the key role that informing and educating population on sustainable consumption and promoting sustainable lifestyles play in order to enable citizens to drive the needed change towards SCP and sustainable development. Likewise, some initiatives developed at both international (e.g. UNEP's "Here and Now") and national (Tunisia, Spain) levels to foster sustainable consumption within countries were explained.

The panel was chaired by Ms Magali Outters of the Regional Activity Centre for Cleaner Production and included presentations by Mr Andrea Innamorati of the Italian Ministry for the Environment, Ms Victoria Wyszynski Thoresen of the Consumer Citizenship Network (CCN), Mr Said Chakri of the Association of Teachers of Life Sciences and Earth Morocco (AESVT) and Ms Bettina Schaefer of Ecoinstitut Barcelona.

Working Group Sessions – Conclusions and Recommendations of the Roundtable

Combating Climate Change through SCP

This working group was chaired by Mr Yunus Arikan, from REC Turkey. Mr Glen Peters, from the Center for International Climate and Environmental Research - Oslo (CICERO) and Ms Hanan Hanzaz, from the National Cleaner Production Centre of Morocco performed as facilitator and rapporteur of the working group respectively.

The working group discussed the links between consumption, production and climate change. Particularly, it debated topics such as what priorities should be considered when defining action in the region; how the consumption-based approach can be introduced in the Mediterranean countries complementary to the production-based approach, as that would

enable analysis of how consumption patterns affect the generation of GHG; what particularities exist in the Mediterranean region, and possible cooperation between countries with different development models. All this was debated with a post-Kyoto scenario in mind, where the Mediterranean has the opportunity to contribute its experience for the new global agreement on climate change, being a uniquely diverse region that combines different models of development.

The working group session was divided into three sub-themes: clarifications on the consumption-based approach to climate change; the consumption-based approach in the international context and the regional implementation of the consumption-based approach in the Mediterranean.

The main conclusions and recommendations from the discussions are as follows:

- Both adaptation and mitigation are important for the Mediterranean region. The relative importance of adaptation or mitigation will vary between Mediterranean countries. The magnitude of future adaptation costs can be reduced through mitigation today.
- In general, existing approaches have not been fully sufficient to address adaptation and mitigation in the Mediterranean region.
- Linking sustainable consumption and production to policy and action can facilitate success in combating climate change.
- More specifically, consumption-based approaches allow a deeper understanding of the drivers for emissions.
- Consumption-based approaches can be useful to help design relevant adaptation and mitigation policies for the Mediterranean region.
- Aspects of specific relevance for the Mediterranean include land use, water, tourism and so on.
- The countries in the Mediterranean region are currently represented in different climate platforms (Europe, Africa, Asia). Considering the specific conditions and needs of the Mediterranean region in regard to climate change, the Mediterranean should have a specific space and voice to address climate change issues.
- The Mediterranean voice should be raised in international arenas addressing climate change to better address the particularities and needs of the Mediterranean region.
- The consumption-based approach to GHG emissions should be raised for discussion at the level of international climate policy, for further study and consideration in order to have a more global picture of the sources and drivers of GHG emissions.
- Implementation of the CDM and related instruments has been minimal in the Mediterranean region.
- Positive elements of the consumption-based approach to GHG emissions, as identified by the group, included:
 - It serves as a communication tool
 - It provides a clearer picture of the common but differentiated responsibility between countries
 - Understanding the economic and environmental trade linkages between countries

- Identifying hot-spots and priorities for countries
- It raises the issue of the current focus on GDP growth in relation to climate change
- Other specific recommendations raised in the context of the Mediterranean region:
 - To establish an expert group to focus on indicators for climate change impacts and consumption-based approaches.
 - To strengthen use of the CDM in the Mediterranean. Consumption-based approaches help identify CDM opportunities in the region.
 - Use the consumption-based approach to identify cooperation partnerships between countries.
 - Use the consumption-based approach to identify hot spots and to help focus policy where it is most effective.
 - More detailed case studies of consumption-based approaches in the region are needed to identify application in policy making.

Green Competitiveness Working Group, a Tool for Mediterranean SMEs to Succeed in a Global Market

This working group was chaired by Mr Anton Pizzuto, Director of the Cleaner Technology Centre of Malta. Mr Ahmed Kamal, of the Federation of Egyptian Industries (FEI), and Mr Ali Yaacoub, Director of the Lebanese Cleaner Production Center, performed as facilitator and rapporteur of the working group respectively.

The working group discussed on the need to trigger a change in attitude in Mediterranean companies from a reactive to a proactive approach to environmental management and creating the conditions for them to move towards green competitiveness. In this sense, debate focused on the main challenges that Mediterranean companies, especially SMEs, face to move towards green competitiveness and on possible measures to overcome them.

The main conclusions and recommendations from the discussions are the following:

Challenges faced by Mediterranean companies to shift to green competitiveness relate to:

- Lack of political/governmental commitment
- Absence of awareness in industries and institutions
- Lack of financing / economic incentives
- Lack of integration of cleaner production in environmental laws
- Lack of communication/coordination/information
- Lack of funds from concerned institutions to promote green competitiveness
- Lack of know-how / R&D/ knowledge/expertise
- Legislation and insufficient enforcement
- Fear of change
- Change of mentality / way of thinking

Measures needed:

- Involvement of local banks / financial institutions by providing soft loans and creation of appropriate financial models
- Application of appropriate legislation
- Capacity building, training and awareness raising

- Dissemination of techniques / effective mechanisms
- Include CP on university curricula
- Establish an independent institution to transform challenges in opportunities
- Enforce and strengthen the role of society decision making
- More involvement of the consumer
- Appropriate control of the public authorities
- Dissemination of information and increase of the role of the media / public relations.

Mediterranean Sustainable Products

This working group was chaired by Ms Amel Jrad, (CITET) of the Centre International des Technologies de l'Environnement de Tunis (CITET). Mr Ali Abo Sena of the Egypt National Cleaner Production Centre and Mr Pere Fullana of the College of International Business of the Universitat Pompeu Fabra of Catalunya (Spain) performed as facilitator and rapporteur of the working group respectively.

Moving towards SCP in the Mediterranean makes involvement of the private sector crucial in increasing the efforts to produce products and services entailing the least environmental impact and the lowest energy and resource consumption. According to that need, discussion in this working group focused on what are the existing initiatives on sustainable products in the Mediterranean region; what role is to be played by public authorities and the private sector in defining effective integrated product policies to boost the production and consumption of more sustainable products; the means to encourage innovation in product eco-design in Mediterranean countries and possibilities to give consumers more information on the environmental performance of products (including increasing awareness of eco-labelling).

Existing initiatives regarding eco-labelling (Tunisia, Spain), eco-design (Israel, Morocco, Spain) and LCA (Egypt, Morocco, Spain) as well as recently launched initiatives to set up new eco-label schemes in the region (African Eco-label, Egypt, Morocco) were highlighted by the WG. Some specific issues that participants discussed were: the need to take into consideration the whole life cycle of the product and not only the production process, the lack of studies on the environmental impact of eco-labels, the more successful experiences with services than with products, public authorities as first buyers of sustainable products and the use of eco-labels by companies as a 'marketing tool' to sell their products.

Participants agreed on the following set of recommendations to enhance the implementation of schemes for sustainable products in the Mediterranean:

- To compile all the existing initiatives in the region
- To harmonise criteria for developing eco-labels at the regional level
- To put various labels in 'roof brand'
- To exchange experiences
- Northern countries to support Southern and Eastern ones in promoting sustainable products
- To strengthen National Cleaner Production Centres' role, as they are crucial agents to promote, coordinate and implement suitable sustainable product initiatives.
- To introduce pilot schemes with the private sector
- To build national expertise (e.g. universities, consultants)
- To market sustainable products
- To implement a good communication strategy
- To choose the appropriate target group (national or international market)
- To use benchmarks to promote sustainable products

Regional Cooperation and Partnerships in SCP in the Mediterranean

This working group was chaired by Dr. Michael Scoullos, Chairman of the Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSDE). Ms Adriana Zacarias of UNEP/DTIE and Ms Khadija Ghanem of the Union of Mediterranean Confederations of Enterprises (Businessmed-UMCE) performed as facilitator and rapporteur of the working group respectively.

Discussion in the working group focused on three key questions:

- How to increase political commitment for the implementation of SCP in the Mediterranean
- Identification of synergies and building cooperation to implement SCP in the short term
- SCP priority areas in the Mediterranean

The main conclusions and recommendations from the discussions are as follows:

a) Increasing political commitment for the implementation of SCP in the Mediterranean

- There are many strategies and initiatives in the Mediterranean that address the issues of SCP in one way or another. All these dispersed initiatives should be brought together and the MAP Medium-Term Strategy could be a good opportunity to do so.
- Changing unsustainable consumption and production patterns requires that existing frameworks for Mediterranean cooperation integrate SCP as one key priority. Accordingly, SCP should be recognised as a key area of the MAP Medium-Term Strategy that is currently under development. Likewise, the initiatives for Euro-Mediterranean cooperation, namely the Union for the Mediterranean, EC-MAP Work Programme of Cooperation, Horizon 2020, etc, should be updated according to the EC SCP Action Plan and other relevant SCP initiatives.
- When tackling SCP, the MAP must take into account the MSSD thematic areas identifying concrete activities to support the implementation of some of them.
- There is a need to increase the political commitment for the implementation of SCP. To do so it was recommended that:
 - The MAP put the SCP theme on the cooperation agenda with the European Commission;
 - The Union for the Mediterranean also be an important forum to address the commitment to SCP. The conclusion of the Mediterranean Roundtable should be brought up at the next meeting of the Union for the Mediterranean (expecting to integrate SCP on their agenda).
- At the global level, the development of the 10-Year Framework of SCP Programmes (Marrakech Process) will help to bring more political commitment towards SCP and its implementation in the Mediterranean and all regions.
- Mainstream SCP in other ministries and sectors. So far most of the political support and cooperation comes from Ministries of Environment. There is an urgent need to bring in other actors, and especially other ministries such as energy, finance, transport, tourism, education etc. Another way of mainstreaming SCP is to bring it to the Ministerial conference, develop or integrate SCP in other development plans or sectoral approaches/plans (mobility, agriculture, etc).

- There is a need for a better understanding of the SCP benefits for economic and trade aspects. An assessment/study is needed highlighting best practices as well as challenges (e.g. exploring whether SCP is compatible with free trade and competitiveness – GRECO study provides examples).
- There is a need to integrate the consumption side and the consumer's perspective in the MSSD.
- The MAP Medium-Term Strategy would be a good input for the development of the 10-Year Framework of SCP Programmes (Marrakech Process).

b) Synergies and cooperation to implement SCP in the short term:

- The Mediterranean stakeholders are invited to actively participate in the activities of the 7 Marrakech Task Forces, in particular, the “Global Survey on Sustainable Lifestyles” and the “Here and Now” guidelines launched by the Task Forces on Sustainable Lifestyles (Sweden) and Education for Sustainable Consumption (Italy) respectively.
- The Marrakech Task Forces could also be invited to the meetings of the Mediterranean Commission on Sustainable Development as it would help to build more cooperation and scale up the implementation of SCP in the Mediterranean.
- It was requested that the Marrakech Task Forces could provide support to MAP components when introducing SCP as a priority in its medium-term strategy
- There is a need to develop a mapping of existing initiatives, listing objectives, tools, methodologies and also best practices. This could help to identify synergies and build more cooperation.
- A common understanding/language of SCP should be developed.
- Trust and cooperation between business and consumers should be built, highlighting specific areas for cooperation.
- Build more cooperation with business organisations. The existing Business Network for the Mediterranean could be engaged more actively in the SCP initiatives (e.g. the CP/RAC's GRECO initiative could be a good area of cooperation).

c) SCP priority areas in the Mediterranean

According to the WG participants, special priority should be given to work in the following fields of action when tackling SCP in the Mediterranean and introducing it within the 7 fields of action of the MSSD:

- More work and expertise on the area for sustainable consumption
- Sustainable public procurement
- Strengthen activities and implementation at the local level
- Investment and infrastructure for sustainable lifestyles (e.g. sustainable mobility, housing and cities).
- Food, mobility and housing as consumption clusters

Integrating SCP in Government Administration Policies: Sustainable Procurement

This working group was chaired by Mr Charalambos Hajipakkos of the Cyprian Ministry of Agriculture, Natural Resources and Environment. Mr Farid Yaker, a Mediterranean expert, and Ms Veronique Van Hoof of VITO-Flemish Institute for Technological Research (Belgium) served as facilitators, and Mr Salvador Samitier of the Department of the Environment and Housing of the Government of Catalunya (Spain) was the rapporteur.

The working group reviewed existing Mediterranean initiatives on Sustainable Public Procurement (SPP), their results and the obstacles facing a wider implementation of SPP policies in the region. In this sense, national, regional and local experiences in the SPP application processes at the national, regional and local level in different Mediterranean and EU countries, such as Cyprus, France, Germany, Italy (Cremona) and Spain (Basque Country, Catalunya), were exchanged.

Lack of political willingness, the absence of a relevant legal procurement framework, insufficient common specifications and the language barrier (most information on SPP is in English) were seen as the key barriers common to many Mediterranean countries in implementing SPP.

The main conclusions and recommendations from the discussions were the following:

- Studies demonstrating the economic feasibility of SPP should be undertaken.
- The set-up of a regional SPP network could enable Mediterranean countries to benefit from the already existing and varied views and initiatives that have been launched in some of them (ICLEI could be an appropriate framework for Mediterranean local authorities to join).
- Knowledge of the local market is a preliminary condition for launching SPP in a country. In this respect, dialogue with local enterprises and suppliers must be included in the selection process for SPP criteria.
- The creation of partnerships with business associations and/or industrial federations that can perform as intermediaries, providing companies with information, should be promoted.
- The dissemination of SPP success stories should be enhanced.
- There is a need to establish a global database with proven green and social criteria. UNEP could provide assistance with the task.

Communication for sustainability: from concept to practice

This working group was chaired by Mr Alexis Urusoff, Creative director of Barcelona. Ms Heloise Buckland, RCE Barcelona, and Ms Ferda Ulutas, Technology Development Foundation of Turkey, performed as facilitator and rapporteur of the working group respectively.

Participants to this working group split up into 3 groups that discussed on the following cases studies for communication strategies:

Group 1

Initiative: a video film for internet on "Daily consumption and Climate Change"

Target receiver: Young adults

Objective: be different and enhance the behaviour change

Message: despite all uncertainties and doubts; you can face and live with them and still you can do something

Group 2

Initiative: a competition for schools via a computer game

Objective: to change consumption behaviour of children at home

Message: consume less, reduce water and energy consumption

Group 3

Initiative: training for Industry

Objective: to raise awareness in industry on cleaner production and eco efficiency

Message: you can improve your competitiveness and environmental performance at the same time

Participants agreed on the following key issues to succeed in communication strategies for sustainability:

- To research into the target audience to adapt your strategy accordingly
- To be honest and solid with the message
- To be optimistic brave and straight
- To practise what you preach
- To be personal
- To be creative
- To be optimistic

Sustainable Urban Planning and Tourism

This working group was chaired by Mr Ivica Trumbic, Director of PAP/RAC (Croatia). Mr Thibault Devanlay, Coordinator of the Task Force on Sustainable Tourism, led by the French Ministry of the Environment, served as facilitator and made a brief presentation on the work developed by that task force. Mr Fouad Abousamra of MED POL was the rapporteur for the working group.

The working group discussed the link between SCP urban planning and tourism and the need to make systematic use of sustainable planning tools in Mediterranean tourist initiatives.

Participants agreed that there are many factors that urge SCP to be applied to urban planning and tourism:

- Urbanisation is the ultimate consumer of resources.
- Space is a resource.
- Urban centres consume resources: energy, natural resources, etc.
- Urban centres generate waste.
- Illegal urbanisation of the coastal regions of the Mediterranean will continue in the near future.
- The Mediterranean region is experiencing pressure to engage in tourist development in open and undeveloped areas outside of cities (this process is more accentuated in developing countries).
- Tourism is becoming the engine of national economy.
- There is a direct link between tourism and:

- Environmental quality.
- Climate change (energy).
- Biodiversity (inadequate land use).
- Cultural heritage (social disturbance).
- Local identity (folklorisation).

Accordingly, participants identified the following needs and recommendations for action:

- Integration of SCP in spatial planning.
- Better definition of the type of cities we would like to have.
- Implementation of the ICZM Protocol as a powerful regional legal instrument in dealing with the issue of tourism in coastal areas.
- Integration of tourism into urban planning.
- Adaptation of the global projects led by the Marrakech Task Forces that are relevant to sustainable tourism and urban planning (France-Finland/UNEP) to the specificities of the Mediterranean.
- Focus, not only on Eco-building, but also on transport, waste, etc.
- Dissemination of guidelines on Best Environmental Practices (BEP) for tourist facilities.
- Better enforcement of national laws.
- Capacity-building programmes

Sustainable Consumption and Lifestyles: Empowering Mediterranean Consumers to Drive Change towards SCP

This working group was chaired by Mr Andrea Innamorati of the Task Force on Education for Sustainable Consumption, which is led by the Italian Ministry of Environment. Mr Adel Rahmani of UNEP/TUNZA in Algeria and Mr Lewis Akenji of CEE Network served as facilitator and rapporteur for the working group, respectively.

Discussion by the working group focused on defining the way to go about introducing sustainable consumption (SC) in the Mediterranean.

The main outcome of the discussion consisted of the identification of the following key messages, entry points, tools as well as the existing initiatives to be taken into account in order to successfully promote SC in the region:

Key messages:

- International financial institutions must include SCP in the definition of development.
- Producers must be involved as a key part of the solution.
- Education and communication are key!
- To identify creative networks, it is necessary to:
 - Exchange experiences.
 - Provide inputs to formal processes.

Entry points:

- Education (in this respect, ESC is part of ESD).
- Media (political and commercial)
- Redefined symbols of success.

- Religion.

Tools

- Choice editing.
- Corporate social responsibility ratings for companies.
- Debate on radical changes (e.g. degrowth)
- Financial mechanisms (e.g. differentiated product pricing).
- Product background information.

Initiatives

- Partnership for Education for Responsible Living – CCN.
- Task Force on Sustainable Lifestyles – GSSL
- Task Force on Education for SC – “Here and Now”.
- UNEP’s YouthXchange